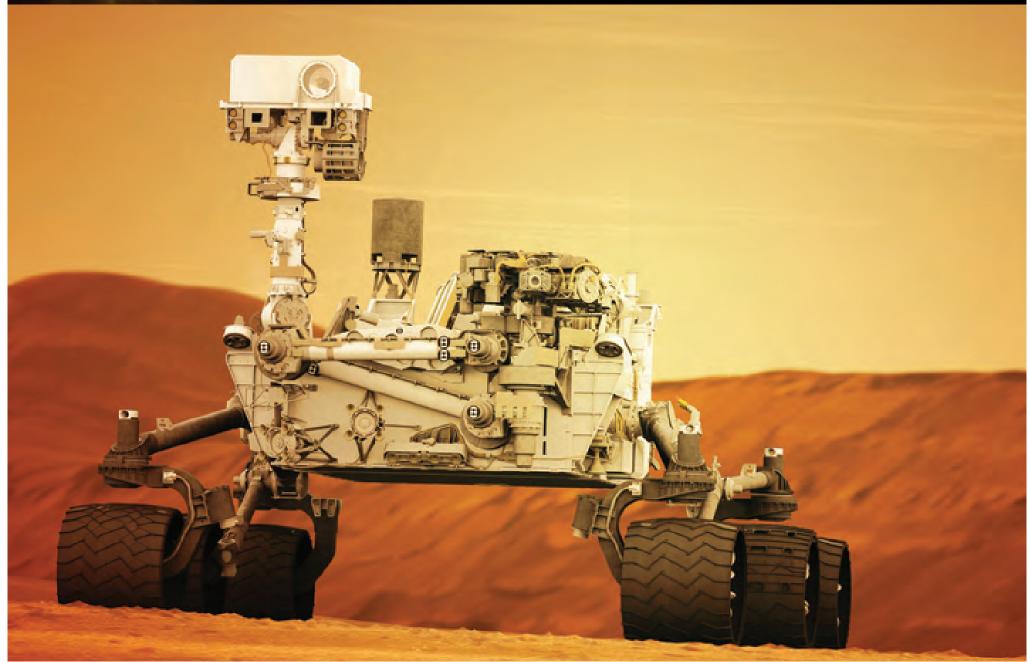


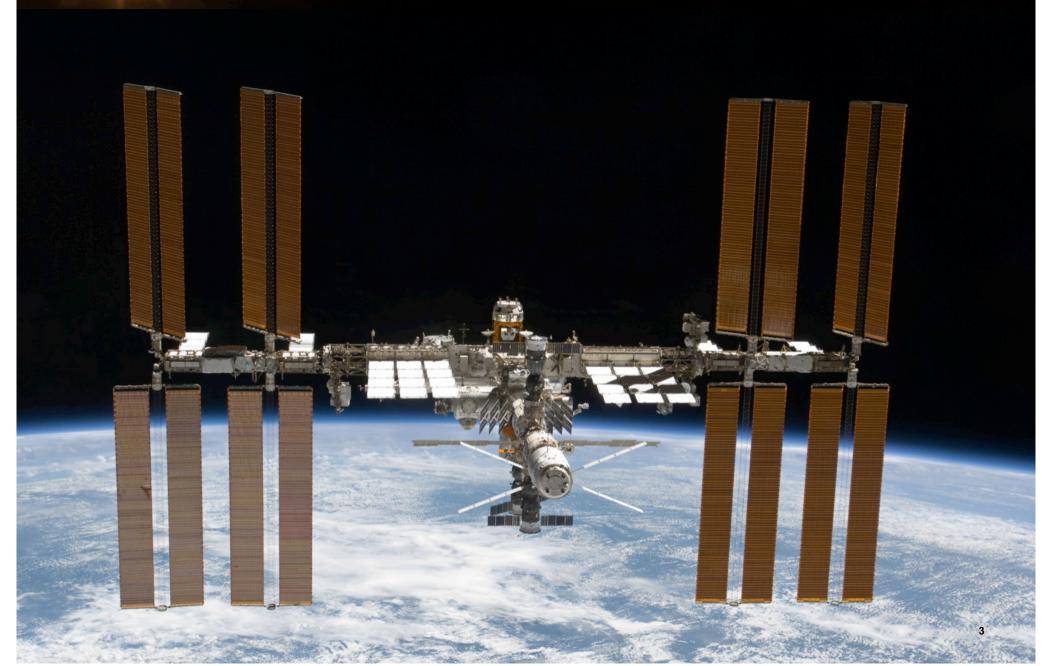
SBIR Lands on Mars





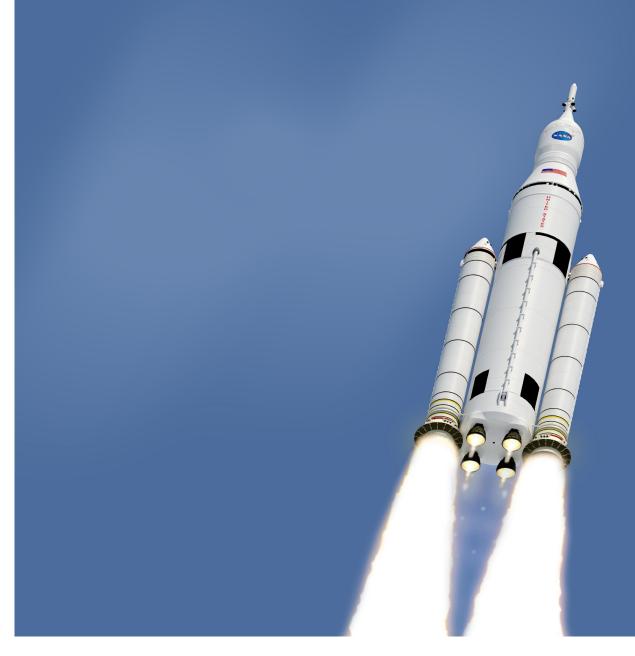
SBIR Manufactures Onboard ISS





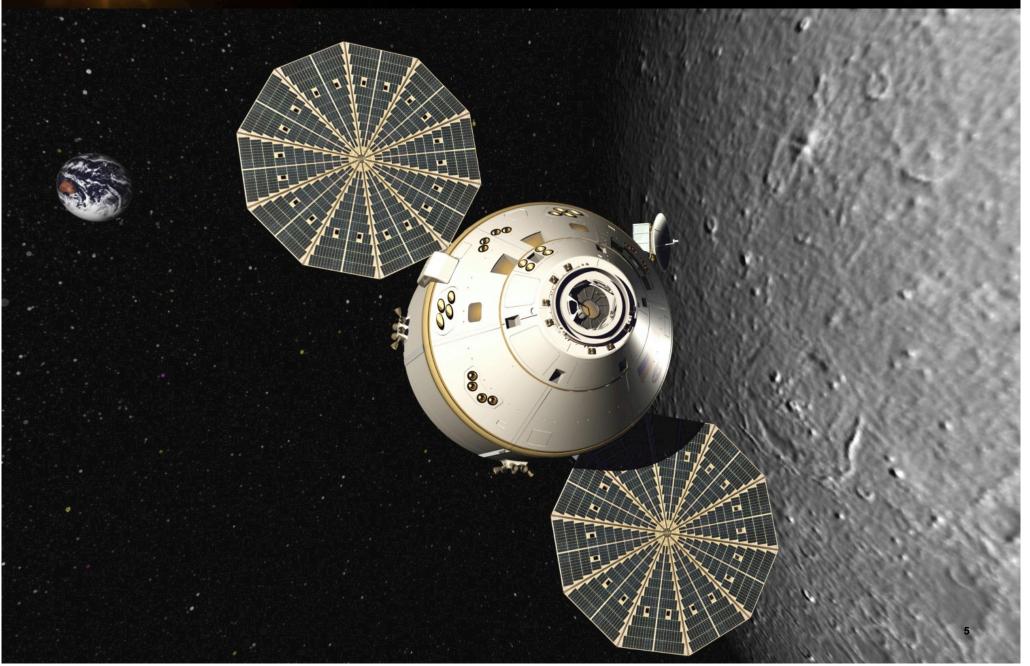
SBIR Supports Space Launch System





SBIR to Orbit on Orion





SBIR Supports Electric Propulsion Research





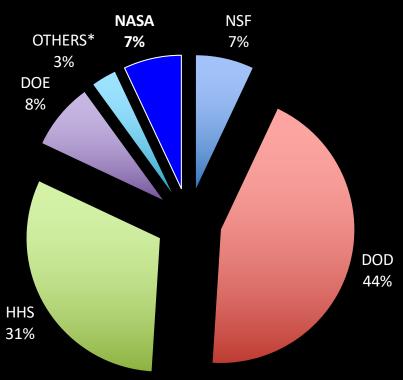
SBIR/STTR Investment NASA Compared to Other Agencies



SBIR/STTR Agency Funding

SBIR and STTR	SBIR Only
DOD - \$1,000M	USDA - \$18M
HHS - \$697M	DHS - \$16M
NASA - \$191M	ED - \$13M
DOE - \$184M	DOT - \$8M
NSF - \$153M	DOC - \$7M
	EPA - \$4M

SBIR/STTR Participation



*Others Indicate: DHS, DoC, DoT, EPA, ED, USDA

SBIR/STTR Integrated Portfolio



\$\$\$

Phase 3

Simplified JOFOC or commercial sales/investments, From any Phase 1 or 2, Unlimited Length, Unlimited \$

CRP

- Matching funds program to facilitate infusion or commercialization
- Up to 3x Phase 2 amount

Phase 2-X

- SBIR/STTR matches up to \$250K of NASA Program funds
- Two-to-one match

Phase 2-E

- SBIR/STTR Program matches up to \$125K of outside funds
- One-to-one match

Phase 2

24 Months, \$750K/\$1.5M

9

Fundin

Phase 1

6 Months, \$125K

Solicitation Development











FSTARI ISH SRIP TOPICS

NASA Mission Directorates review Topic descriptions from previous solicitations, alert Topic Managers to new solicitation, and request input for new solicitation.



DEVELOP & SUBMIT SUBTOPIC NOMINATIONS

Mission Directorates work with Topic Managers to solicit revisions of previous Subtopics and submissions of new Subtopics, using Subtopic Nomination Forms.





HOLD SBIR ADVISORY COMMITTEE MEETINGS

Each Mission Directorate convenes an Advisory Committee to review potential Subtopics.

Topic Managers present Topics and Subtopics by order of initial rank, advocate submissions to Committee, and provide requested follow-up information.





PERFORM MISSION DIRECTORATE INTEGRATION AND RANKING

Advisory Committees, along with Mission Directorates, consider all submissions, analyze group feedback, and determine final ranking based on Mission Directorate objectives, priorities, and program goals.





COMPLETE SUBTOPIC CONTENT AND RELEASE SOLICITATION

Subtopic Managers enter Subtopics into Electronic Handbook (EHB). Reviewers perform quality checks on information. Mission Directorates and NASA SBIR Program Management Office perform final review and assessment. NASA issues solicitation for proposals via NASA SBIR/STTR website: http://sbir.nasa.gov/

FY14: Fourth Quarter	November 2014	FY15: Second Quarter	FY15: Third Quarter	
With Mission Directorates and Centers- define Subtopics for annual Solicitations	Release annual SBIR and STTR Solicitations	Phase 2 selections from FY 2014 Awards	Phase 1 selections from 2015 Solicitations	
Phase 3 Identified throughout the Year				

Examples of Topics from the 2015 Solicitations include:

- Integrated Flight Systems
- Space Transportation
- Autonomous and Robotic Systems
- Sensors, Detectors and Instruments
- Information Technologies

Review & Selection Process



FY14: Fourth Quarter	November 2014	FY15: Second Quarter	FY15: Third Quarter
With Mission Directorates and Centers- define Subtopics for annual Solicitations	Release annual SBIR and STTR Solicitations	Phase 2 selections from FY 2014 Awards	Phase 1 selections from 2015 Solicitations

Phase 3 Identified throughout the Year





PREPARE FOR REVIEW OF PROPOSALS

Topic and Subtopic Managers preview abstracts of proposals. NASA Mission Directorates host kick-off meeting with managers to discuss evaluation process, schedule, and expectations.



PERFORM TECHNICAL EVALUATIONS

At least two technical reviewers evaluate each proposal using numerical, adjectival, and narrative evaluation criteria. For Phase II proposals, peer reviewers evaluate commercialization potential.

Mission Directorates monitor progress to ensure timely completion of evaluations.



PREPARE SUBTOPIC, TOPIC, & CENTER RANKING

Subtopic and Topic Mangers, together with Center Managers, recommend rankings of proposals.

Collaboration among Program stakeholders ensures prioritization aligns with Mission Directorate needs.





REVIEW EVALUATIONS FOR OUALITY

Subtopic Managers and Mission Directorates perform separate assessments of evaluations for quality, ensuring conformance to evaluation criteria.





PERFORM MISSION DIRECTORATE (MD) INTEGRATION & RANKING

Mission Directorate Advisory Committees convene. Topic Managers present proposals for Subtopics by priority and summarize proposal-ranking process. Subtopic Managers advocate for proposals. Mission Directorates enter final MD rankings and submit Ranking Reports to NASA SBIR Program Management Office (PMO).





ANALYZE AND CREATE PMO SELECTION SCENARIO

NASA SBIR PMO performs analyses of MD-recommended proposals and presents selection scenario to Source Selection Official (SSO) and MD Representatives. SSO signs off on final selection scenario.

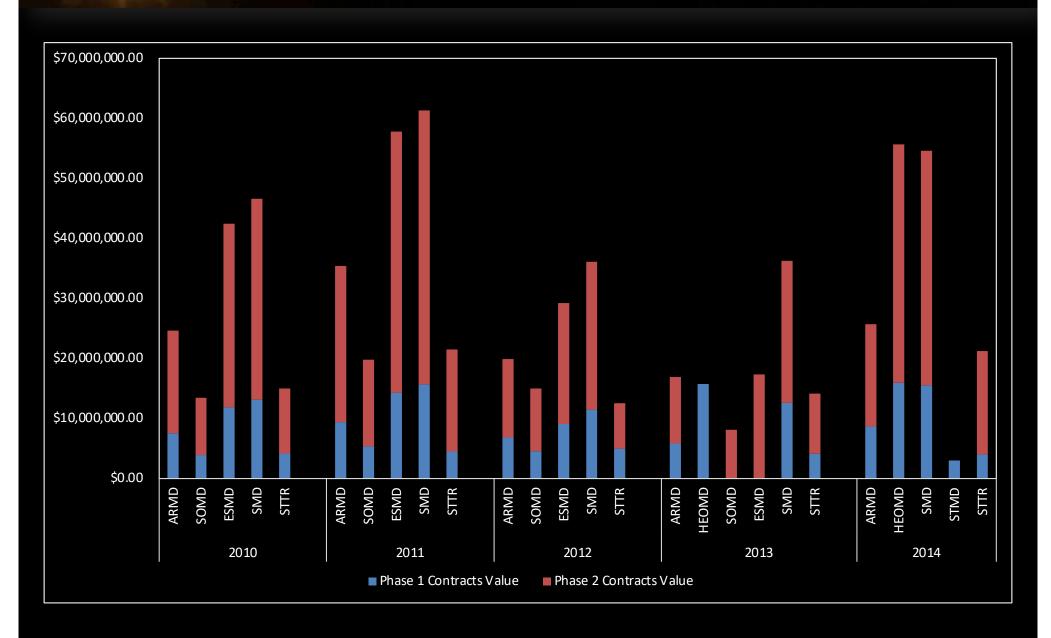




POST PUBLIC SELECTION ANNOUNCEMENT

SBIR/STTR Awards Mission Directorate

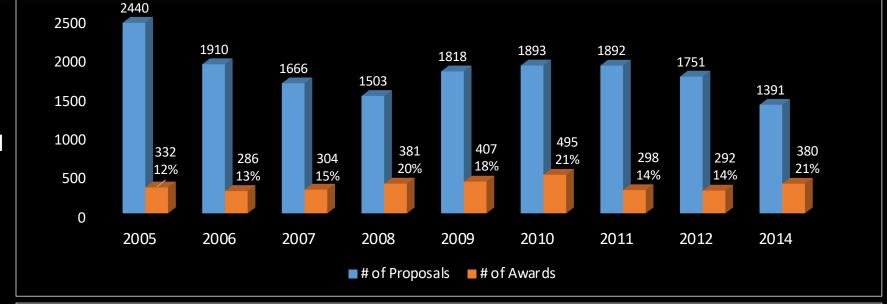




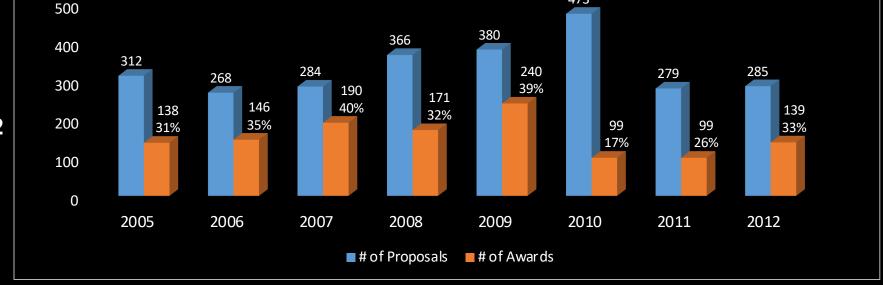
SBIR/STTR Proposals vs. Awards







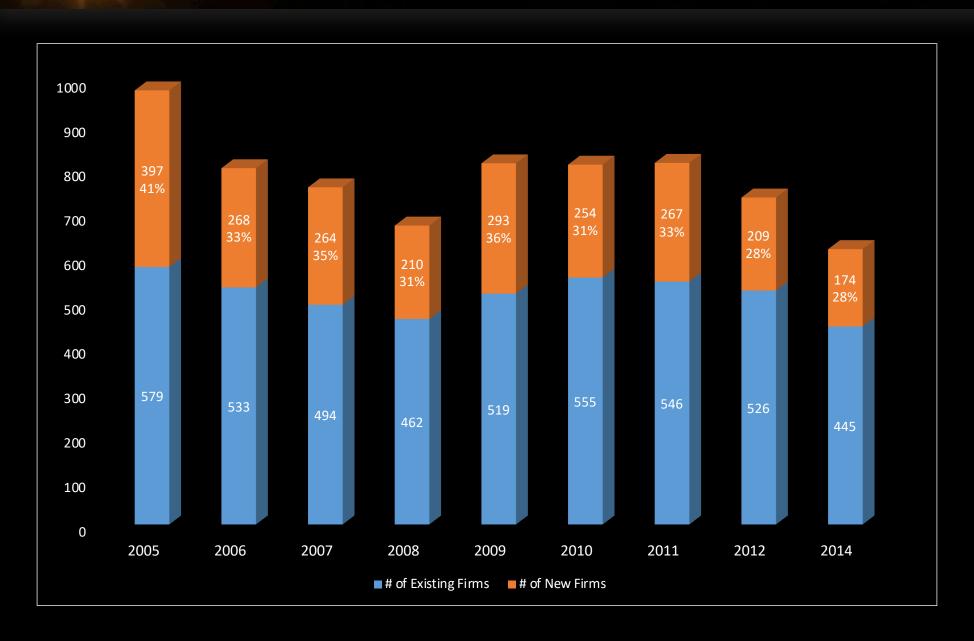




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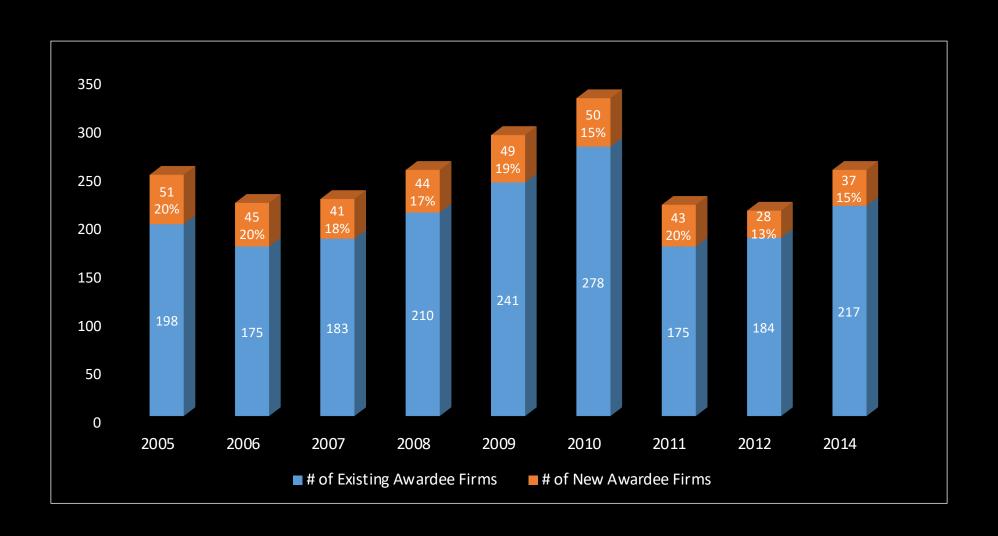
New vs. Existing Applicants





New vs. Existing Awardees





Suggestions

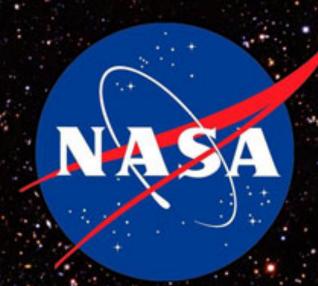


- Understand
- Research
 - Past awards, presentations, publications, publicly available info. Visit technical watering holes.
- Follow Solicitation guidelines
- Ask for debriefing

Contact NASA SBIR/STTR



www.sbir.nasa.gov



NASA Help Desk: 301.937.0888

Email: sbir@reisys.com